

INDEX TO VIEWPOINTS ARTICLES

AUTHOR	TITLE	ISSUE DATE
ADLER, JOSEPH S.	The Respondent as a Dwindling Resource	Feb. 77
ALVISO, PATRICIA	The Flying Supervisor	Jan. 79
ANDREWS, LEE	Interviewers, Then and Now	Feb. 77
BELL, KAREN & RODERICK	The Meaning of Reliability	Jan. 79
BOWEN, AUDREY	Quality of Data Collection Today	Jul. 77
BUSS, T. F. & THORSON, S. J.	Survey Research and the Law	Jan. 78
CHANDLER, JOHN & MOSKOWITZ, HOWARD R.	Magnitude Estimation Scaling for Child Respondents: A Psychological Approach	Jan. 79
CLITHERO, JOE	Interviewing Services Management Problems: A Survey	Jul. 78
DANFORTH, FRED C.	Tell-Back, A New Data Gathering Tool	Jan. 78
EPSTEIN, EDWARD	The Questionnaire—A Delicate Instrument	Jul. 77
FERGUSON, ADELAIDE	Emergence of the Real Cost of Data Collection	Feb. 77
FLINN, NANCY	One Effect of Interviewer Bias	Jul. 76
FLINN, NANCY	Respondent Accessibility	Sept. 76
FLINN, NANCY	Some Problems of Data Collection	Jan. 78
FOWLER, JIM	Public Relations and Intercept Interviewing	Jul. 78
GATES, ROGER & McDANIELS, CARL	Improving Completion Rates by More Efficient Scheduling of Telephone Interviews	Jul. 76
GATES, ROGER	The Survey of Surveys, Implications for Marketing	Jul. 78
GOLDMAN, A.	The Survey Research Process	Jan. 78
HANNAH, MAGGIE	A Perspective in Focus Groups	Jul. 78
HEAKIN, PATRICIA M.	Respondent Resistance From the Field Service Point of View	Jan. 79
HUNEYCUTT, SARAH E.	Two Different Worlds	Jan. 79
JAMIESON, WILLIAM H.	QST — E. Pluribus Unum	Jan. 78
JOHNSON, BARBARA	A Survey of Women in Marketing	Jul. 78
KORNOKOVICH, RON J.	Lead and I'll Follow	Sept. 76
KORNOKOVICH, RON J.	Deflating Inflation, or Getting It Before It Gets You	Jan. 79
KUTSKO, THOMAS F.	Network Field Data Systems	Feb. 77

(over)

This index of articles published in the last seven issues of VIEWPOINTS will give you an idea of the wide range of topics you can use for your VIEWPOINTS article. Almost every MRA member has an idea about data collection that he or she wants to share with others. The VIEWPOINTS editors especially need articles and ideas on: Running a small business; Interviewer training; Unique data collection techniques; How to attract and keep good clients; Keeping up with changed in the industry.

INDEX TO VIEWPOINTS ARTICLES

AUTHOR	TITLE	ISSUE DATE
ADLER, JOSEPH S.	The Respondent as a Dwindling Resource	Feb. 77
ALVISO, PATRICIA	The Flying Supervisor	Jan. 79
ANDREWS, LEE	Interviewers, Then and Now	Feb. 77
BELL, KAREN & RODERICK	The Meaning of Reliability	Jan. 79
BOWEN, AUDREY	Quality of Data Collection Today	Jul. 77
BUSS, T. F. & THORSON, S. J.	Survey Research and the Law	Jan. 78
CHANDLER, JOHN & MOSKOWITZ, HOWARD R.	Magnitude Estimation Scaling for Child Respondents: A Psychological Approach	Jan. 79
CLITHERO, JOE	Interviewing Services Management Problems: A Survey	Jul. 78
DANFORTH, FRED C.	Tell-Back, A New Data Gathering Tool	Jan. 78
EPSTEIN, EDWARD	The Questionnaire—A Delicate Instrument	Jul. 77
FERGUSON, ADELAIDE	Emergence of the Real Cost of Data Collection	Feb. 77
FLINN, NANCY	One Effect of Interviewer Bias	Jul. 76
FLINN, NANCY	Respondent Accessibility	Sept. 76
FLINN, NANCY	Some Problems of Data Collection	Jan. 78
FOWLER, JIM	Public Relations and Intercept Interviewing	Jul. 78
GATES, ROGER & McDANIELS, CARL	Improving Completion Rates by More Efficient Scheduling of Telephone Interviews	Jul. 76
GATES, ROGER	The Survey of Surveys, Implications for Marketing	Jul. 78
GOLDMAN, A.	The Survey Research Process	Jan. 78
HANNAH, MAGGIE	A Perspective in Focus Groups	Jul. 78
HEAKIN, PATRICIA M.	Respondent Resistance From the Field Service Point of View	Jan. 79
HUNEYCUTT, SARAH E.	Two Different Worlds	Jan. 79
JAMIESON, WILLIAM H.	QST — E. Pluribus Unum	Jan. 78
JOHNSON, BARBARA	A Survey of Women in Marketing	Jul. 78
KORNOKOVICH, RON J.	Lead and I'll Follow	Sept. 76
KORNOKOVICH, RON J.	Deflating Inflation, or Getting It Before It Gets You	Jan. 79
KUTSKO, THOMAS F.	Network Field Data Systems	Feb. 77

(over)

This index of articles published in the last seven issues of VIEWPOINTS will give you an idea of the wide range of topics you can use for your VIEWPOINTS article. Almost every MRA member has an idea about data collection that he or she wants to share with others. The VIEWPOINTS editors especially need articles and ideas on: Running a small business; Interviewer training; Unique data collection techniques; How to attract and keep good clients; Keeping up with changed in the industry.

INDEX: Continued

AUTHOR	TITLE	ISSUE DATE
LAZARUS, CAROLE	Professionalism & Progress in Data Collection	Jul. 77
LEONARD, FRANKLIN B.	When Low Bid Wins, We All Lose	Sept. 76
LEVY, CLIFF	First Edition	Jul. 76
LEVY, CLIFF	Three Basic Problems (Editorial)	Feb. 77
LEVY, CLIFF	The Editor's Viewpoint	Jan. 78
LOWENTHAL, ARLINE M.	Latino Lingo and the Emerging Consumer	Jul. 78
MOSKOWITZ, H. R., COHEN, E. & SOLKY, E.	Magnitude Estimation Scaling	July. 78
NELSON, R. & FOWLER, J. N.	More Effective Call Record Data	Jul. 78
NELSON, RUTH N.	Selection of a Field Service	Jul. 77
PARCHER, ROBERT L.	An Investigation of Consumer Response To Consumer Surveys	Jan. 79
PHILLIPS, BUD	Interviewer Personalities	Jul. 76
PLESSER, TULLY	One Declaration of Professionalism & Progress	Sept. 76
REGNIER, THOMAS L.	The Nine Commandments of Marketing Research	Jan. 78
RICH, CLYDE L.	Is Random Dialing Necessary	Jan. 78
SAMS, KAREN R.	Is 90% Good Enough	Feb. 77
SCHAFER, MARIANNE	I Dreamed a Dream	Jan. 78
SMELSER, NEIL J.	Where is America Going As A Society	Jan. 78
SOMMER, MURRAY I.	When Marketing Research Goes to Court	Sept. 76
SOMMER, MURRAY I.	Many Things You Should Know About Contracts	Jan. 78
TAYLOR, JACK	How to Include Unlisted Numbers in Your Telephone Sample	Sept. 76
TELSEER, EUGENE	What's New In Data Collection Methods	Feb. 77
TILLMAN, MORRIS R.	The Effect of Deadline Dates on Response Rates in Mail Surveys	Jan. 78
WIGEMORE, WILLIAM E., JR.	Data Collection Considerations in Study Design	Jul. 77
WISEMAN, F. & SCHAFER, M.	A Study on Respondent Refusal	Jul. 77
WISEMAN, FREDERICK	Two Realities of Data Collection	Jan. 79
WITT, FAITH ANN	Updating Validation Technique	Sept. 76
ZOLER, JON N.	The Market Researcher As Detective	Jan. 79

It takes 982 words to fill one page of VIEWPOINTS: That's four typewritten pages, double spaced. Your article can be one page long, one and a half pages, or longer. If you have an article idea and want help writing it send for a copy of HOW TO WRITE AN ARTICLE FOR VIEWPOINTS, it will help you get started. Mail your article, your idea, or your request to any of the following: Cliff Levy, Editor VIEWPOINTS, Far West Research, Suite 702, 166 Geary Street, San Francisco, CA 94108; or Associate Editors: Faith Ann Witt, Sears, Roebuck and Co., D/720, Sears Tower 35-14, Chicago, IL 60684; Roger Gates, Texas Field Research, 11311 Stemmons, Suite 17, Dallas, TX 75229.